

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP
CHANGES
AUG20/12 10.33
*** WFLA-TV ***

[illegible]

BUYER NAME SHELLI HUTTON

SALES PRSN WA- MEGHAN MCGARR (H)

CLASS: NAT'L. LOCAL REGIONAL

(CH)

DATE AUG20/12 10.33

REVISION
TIME CHANGE LN 13
ITL SAME
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

BILL NELSON FOR SENATE - DSCC

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS

AGENCY ADVERTISER CODE = AGENCY EST# = 551
AGENCY PRODUCT CODE =

T 1100P-1135P

ω
○

\$1,800.00

8/27

8/27

1

MON

—

PROGRAM : NEWS 11P
CON COM1: NEWS 11P

AUG/12	15900.00	SEP/12	\$6,150.00
--------	----------	--------	------------

CONTRACT TOTAL	22050.00
TOTAL SPOTS	21

REP HEADLINE# 6486462
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG20/12 10.33
 CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:LINE#	:	:	:	:	:	:	DATE	DATE	/WK	INVT	:	:SPTS:

MARKET TOTALS \$94,385 WFLA 23% WFTS 12% WTSP 20% WTVT 27% WTOG 6% WTTA 5% WMOR 0%
 WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ACCURATE, EXCEPT WTVT WHICH IS ESTIMATED
 SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6286462
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
AUG17/12 17.37
*** WFLA-TV ***

ADV # ADV. NAME POLI/NELSON/DSCC/D/SEN/FL REP. # OFF. # SALESMAN #
AGY # AGY. NAME ABAR HUTTON MEDIA BUYER NAME SHELLI HUTTON

6190 GROVEDALE COURT, SUITE 200
ALEXANDRIA, VA 22310
SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6286462 CLASS: NATL. LOCAL REGIONAL

PRDCT DSCC - NELSON EST#551 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG22/12 AUG28/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG17/12 17.37

REP: NEW ORDER
TTL \$22,050 @21X
PLEASE CONFIRM
THANKS SHOSHANA FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
BILL NELSON FOR SENATE - DSCC

Handwritten: Jgn A, [Signature], 08/20

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			700A-900A	30		\$1,400.00	8/22	8/22	1		WED	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
2			900A-1000A	30		\$650.00	8/23	8/24	2		TH-F	2
PROGRAM : TODAY SHOW2												
CON COM1: TODAY SHOW2												
3			200P-300P	30		\$250.00	8/22	8/22	1		WED	1
PROGRAM : RACHEL RAY												
CON COM1: RACHEL RAY												

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 551

AUG17/12 17.37
***** WFLA-TV *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:
4			400P-500P	30		\$650.00	8/23	8/23	1		THU	1
PROGRAM : DR OZ												
CON COM1: DR OZ												
5			400P-500P	30		\$650.00	8/28	8/28	1		TUE	1
PROGRAM : DR OZ												
CON COM1: DR OZ												
6			500P-530P	30		\$850.00	8/22	8/22	1		WED	1
PROGRAM : NEWS 5P												
CON COM1: NEWS 5P												
7			500P-530P	30		\$850.00	8/27	8/27	1		MON	1
PROGRAM : NEWS 5P												
CON COM1: NEWS 5P												
8			530P-600P	30		\$850.00	8/24	8/24	1		FRI	1
PROGRAM : NEWS 530P												
CON COM1: NEWS 530P												
9			530P-600P	30		\$850.00	8/27	8/27	1		MON	1
PROGRAM : NEWS 530P												
CON COM1: NEWS 530P												
10			600P-630P	30		\$2,000.00	8/23	8/23	1		THU	1
PROGRAM : NEWS 6P												
CON COM1: NEWS 6P												
11			600P-630P	30		\$2,000.00	8/27	8/27	1		MON	1
PROGRAM : NEWS 6P												
CON COM1: NEWS 6P												
12			700P-730P	30		\$2,000.00	8/22	8/24	2		W, F	2
PROGRAM : NEWS 7P												
CON COM1: NEWS 7P												

REP HEADLINE# 6286462
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 AUG17/12 17.37
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

13			700P-730P PROGRAM : NEWS 11P CON COM1: NEWS 11P	30		\$1,800.00	8/27	8/27	1		MON	1
----	--	--	---	----	--	------------	------	------	---	--	-----	---

-5/6 11PM Late News

14			1130P-1230A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW	30		\$800.00	8/24	8/24	1		FRI	1
----	--	--	---	----	--	----------	------	------	---	--	-----	---

15			1230A-130A PROGRAM : JIMMY FALLON CON COM1: JIMMY FALLON	30		\$350.00	8/23	8/23	1		THU	1
----	--	--	--	----	--	----------	------	------	---	--	-----	---

16			700A-900A PROGRAM : TODAY SHOW SAT CON COM1: TODAY SHOW SAT	30		\$550.00	8/25	8/25	1		SAT	1
----	--	--	---	----	--	----------	------	------	---	--	-----	---

17			1130P-100A PROGRAM : SNL CON COM1: SNL	30		\$1,200.00	8/25	8/25	1		SAT	1
----	--	--	--	----	--	------------	------	------	---	--	-----	---

18			800A-900A PROGRAM : TODAY SHOW SUN CON COM1: TODAY SHOW SUN	30		\$700.00	8/26	8/26	1		SUN	1
----	--	--	---	----	--	----------	------	------	---	--	-----	---

19			700P-800P PROGRAM : ET CON COM1: ET	30		\$1,000.00	8/25	8/25	1		SAT	1
----	--	--	---	----	--	------------	------	------	---	--	-----	---

AUG/12 15900.00 SEP/12 \$6,150.00
 CONTRACT TOTAL 22050.00
 TOTAL SPOTS 21

MARKET TOTALS \$94,385 WFLA 23% WFTS 12% WTSP 20% WTVT 27% WTOG 6% WTTA 5% WMOR 0%
 WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ACCURATE, EXCEPT WTVT WHICH IS ESTIMATED

SVC- NSI
 DEMOS- RA35+*

Abar Hutton Media
6190 Grovedale CT #200
Alexandria VA 22310

Bill Nelson/ Dscc/ D/ State Senate/ FL
Submission Number 736 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Bill Nelson/ Dscc/ D/ State Senate/ FL	Submission Cost:	22050	Campaign Ref:	E:120820023
Buyer:	Senate/ FL	Client/Product/Estimate:	. / .551	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/20/12 to 09/02/12	Weeks:	2	Order Ref:	06286462
Est./PO Number:	06286462	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Dscc - Nelson	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
1	M-F 7a Today Show ..W....	02	1400	30 Comme	Nbr of Spots 1		1	1400
2	M-F 9a Today Show II ...TF..	03	650	30 Comme	Nbr of Spots 2		2	1300
3	M-F 2p Rachael Ray ..W....	03	250	30 Comme	Nbr of Spots 1		1	250
4	M-F 4p Dr Oz ...T...	03	650	30 Comme	Nbr of Spots 1		1	650
5	M-F 4p Dr Oz ..T....	03	650	30 Comme	Nbr of Spots 1		1	650
6	M-F 5p News ..W....	04	850	30 Comme	Nbr of Spots 1		1	850
7	M-F 5p News M.....	04	850	30 Comme	Nbr of Spots 1		1	850
8	M-F 530p News ...F...	04	850	30 Comme	Nbr of Spots 1		1	850
9	M-F 530p News	04	850	30 Comme	Nbr of Spots			850
Weekly Totals: Total Spots(Ord Spots)					16	5	21	

Abar Hutton Media
6190 Grovedale CT #200
Alexandria VA 22310

Bill Nelson/ Dsccl/ D/ State Senate/ FL
Submission Number 736 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8886

Original

Client:	Bill Nelson/ Dsccl/ D/ State Senate/ FL	Submission Cost:	22050	Campaign Ref:	E:120820023
Buyer:	Senate/ FL	Client/Product/Estimate:	1/561	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/20/12 to 09/02/12	Weeks:	2	Order Ref:	06286462
Est./PO Number:	06286462	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
10	M-F 6p News ...T...	02	2000	30 Comme	Nbr of Spots	1	1	2000
11	M-F 6p News M.....	02	2000	30 Comme	Nbr of Spots	1	1	2000
12	M-F 7p News ..W.F..	01	2000	30 Comme	Nbr of Spots	2	2	4000
13	M-Su 11p News M.....	02	1800	30 Comme	Nbr of Spots	1	1	1800
14	M-F 1135p ET / 1035p CT Tonight Show ...F..	03	800	30 Comme	Nbr of Spots	1	1	800
15	M-F 1135p ET / 1035p CT Tonight Show ...T...	06	350	30 Comme	Nbr of Spots	1	1	350
16	Sat 7a Today ShowS.	03	550	30 Comme	Nbr of Spots	1	1	550
17	Sat 1130p ET / 1030p CT Saturday Night LiveS.	03	1200	30 Comme	Nbr of Spots	1	1	1200
18	Sun 8a Today ShowS	02	700	30 Comme	Nbr of Spots	1	1	700
Weekly Totals: Total Spots(Ord Spots)					16	5	21	

Abar Hutton Media
6190 Grovedale CT #200
Alexandria VA 22310

Bill Nelson/ Dscc/ D/ State Senate/ FL
Submission Number 736 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Bill Nelson/ Dscc/ D/ State Senate/ FL	Submission Cost: 22050	Campaign Ref: E:120820023
Buyer: Senate/ FL	Client/Product/Estimate: / / 551	Sales Rep: HRP Washington, DC
Schedule Dates: 08/20/12 to 09/02/12	Weeks: 2	Order Ref: 06286462
Est./PO Number: 06286462	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
19	Sat 7p Entertainment TonightS.	02	1000	30 Comme	1		1	1000
Weekly Totals: Total Spots(Ord Spots)					15	5	21	

Grand Totals				Month 8 Weeks: 4 08/20	Month 9 Weeks: 5 08/27
Spots				21	16
Cost				22050	15900
					5
					6150

Grand Totals:	Spots: 21
	Gross Total: 22,050.00
	Commission: 3,307.50
	Net Total: 18,742.50